

Message Text

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SUBJECT: DO-IT-YOURSELF JAPANESE BUYERS GROUP TO U.S.

REF.: (A) STATE A-2270, MARCH 15, 1974;

(B) TOKYO A-362, JUNE 5, 1974

SUMMARY: JAPANESE BUYERS GROUP FOR DO-IT-YOURSELF PRODUCTS REQUESTS DOC ASSISTANCE IN ARRANGING APPOINTMENTS AT NATIONAL DECORATIVE PRODUCTS ASSOCIATION SHOW IN CHICAGO AND VON TOBELS COMPANY IN LAS VEGAS. END SUMMARY.

1. A JAPANESE BUYERS GROUP UNDER LEADERSHIP OF MR. KIKUO MATSUSHITA, DIRECTOR OF JAPAN DO-IT-YOURSELF (SUNDAY CARPENTERS) CLUB AND PUBLISHER OF THE DO-IT-YOURSELF MAGAZINE, WILL VISIT U.S. AND EUROPE IN NOVEMBER IN ORDER TO SURVEY DO-IT-YOURSELF MARKET OVERSEAS. IN EUROPE, GROUP WILL VISIT LONDON DEPARTMENT AND DO-IT-YOURSELF STORES, NUREMBERG INTERNATIONAL HOME INTERIOR SHOW, PARIS DO-IT-YOURSELF SHOW, AND AMSTERDAM STORES.

2. GROUP WILL ARRIVE CHICAGO NOV. 9 P.M. IN ORDER ATTEND NATIONAL DECORATIVE PRODUCTS ASSOCIATION SHOW. GROUP WILL VISIT SHOW ON SUNDAY, NOV. 10. THEY REQUEST DOC ASSISTANCE TO ARRANGE MEETING WITH OFFICIALS OF SHOW TO DISCUSS PRODUCTS ON DISPLAY. THEY ARE ESPECIALLY DESIROUS OF RECEIVING BUYING INFORMATION, INCLUDING PROCEDURES FOR ORDERING, PRICES, AND DELIVERY.

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THEY ARE ALSO INTERESTED IN ESTABLISHING AGENT/DISTRIBUTOR

RELATIONSHIPS.

3. GROUP WILL VISIT VON TOBELS, 2655 S. MARYLAND PKWY., LAS VEGAS ON NOV. 13, WHERE THEY WISH TO DISCUSS STORE MANAGEMENT SYSTEM WITH THIS LARGE DO-IT-YOURSELF RETAILER. THEY ARE ATTEMPTING ARRANGE THIS MEETING ON THEIR OWN, BUT DOC ASSISTANCE IN ARRANGING MEETING WOULD BE APPRECIATED.

4. GROUP ALSO WISHES TO DISCUSS DO-IT-YOURSELF MARKET WITH QTE KNOWLEDGEABLE EXPERTS IN FIELD UNQUOTE. GROUP ORGANIZERS DEFINE THIS AS SOMEONE WHO HAS MADE SOMETHING EXTREMELY LARGE, SUCH AS A YACHT, BY HIS OWN HANDS. THIS DEFINITION POINTS OUT MAJOR DIFFERENCE BETWEEN CONCEPT OF DO-IT-YOURSELF IN JAPAN AND U.S. THE IDEAS OF DO-IT-YOURSELF AND HOME IMPROVEMENT ARE STRONGLY LINKED IN U.S., WHILE IN JAPAN THE IDEA OF REPAIRING OR IMPROVING ONE'S HOUSE BY HIMSELF IS ALMOST UNKNOWN. DO-IT-YOURSELF IS KNOWN IN JAPAN AS TE-ZUKURI, OR MADE-BY-HAND, AND IS LINKED TO THE HAND CRAFTS INDUSTRY. FOR EXAMPLE, DO-IT-YOURSELF SHOWS IN JAPAN ALSO INCLUDE SHIP MODELS, NEEDLEWORK, ETC.

5. CONSEQUENTLY, EMBASSY HOPES THAT SHOW ORGANIZERS AND VON TOBELS PEOPLE CAN POINT OUT TO GROU THE RELATIONSHIP IN U.S. BETWEEN DO-IT-YOURSELF AND HOME IMPROVEMENT. MOVEMENT OF JAPANESE DO-IT-YOURSELFERS INTO THIS AREA WOULD OPEN GREAT NEW MARKET FOR U.S. PRODUCTS SUCH AS SELF-STICK TILES, EASY APPLY PAINTS, WALL COVERINGS AND PANELS, SELF-INSTALLED CARPETING, ETC.

6. FOLLOWING IS LIST OF GROUP MEMBERS WHO HAVE JOINED TO DATE:

1. TAKUYOSHI KURODA, CHIEF OF DEVELOPMENT OFFICE, K.K. KORAKUEN STADIUM, 1-3, KORAKU, BUNKYO-KU, TOKYO (LARGE INTEGRATED LEISURE INDUSTRY WITH YEARLY SALES YEN6 BILLION).

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2. SHIGERU NAKANO, PRESIDENT, NAKANO ZAIMOKU-TEN, 343, SHIMOUKEI, OAZA, ISEZAKI-CITY, GUNMA PREFECTURE.

3. KENICHI FUJISAWA, MANAGER OF DEVELOPMENT SEC., SAN-EI KINZOKU KOGYO K.K., 870, HAMACHO, JOTO-KU, OSAKA.

4. HIROSHISA SUZUKI, TOKYO AEROSOL K.K. 5-18 SENDAGAYA,

SHIBUY-KU, TOKYO (MANUFACTURER OF AEROSL; YEARLY SALES YEN1 BILLION;NUMBER OF WORKERS 125; MAIN STOCK HOLDER, MITSUBISHI CORP.)

5. SHOJI YANAGIHARA, EXEC. DIREC., TOSHIN NICHIO DAIKU CENTER, 125-1, OAZA SUMIYOSHI, UEDA CITY, NAGANO PREF

6. JUNICHI AOKI, CHIEF, TOSHIN NICHIO DAIKU CENTER, 125-1, OAZA SUMIYOSHI, UEDA CITY, NAGANO PREF.

7. TOMO KOJIMA, PRESIDENT, ATOM DEPART SERVICE, 78, TOYOMA-CHO, KANDA, CHIYODA-KU, TOKO.

8. TAKAO MIZUNO, MANAGER OF OSAKA GROUP HOME PAINTS, NIPPON PAINTS K.K., KAMI FUKUSHIMA, FUKUSHIMA-KU, OSAKA (LEADKG PAINT MAKER; PAIDIN CAPITAL YEN5 BILLION; YEARLY SALES YEN30 BILLION; NUMBER OF WORKERS 2,600)

9. MASANOSUKE NISHIKAWA, EXE . DIREC.. ATOM KAGAKU TORYO K.K., 3-9-2, FUNAWATARI, ITABASHI-KU, TOKYO (PAINT MAKER; YEARLY SALES YEN 3 BILLIN; NUMBER OF WORKERS 170)

10. JUNJI OHNUKI, PRESIDENT, OHYOSHI COMPANY, 2-20-4, NEZU, BUNKYO-KU, TOKO

11. KATSUHIKO IMAGAWA, SECTION CHIEF, NIPPON GAKKI SEIZO K.K., 1370, NISHIYAMA-CHO, HAMAMATSU CITY, SHIZUOKA (LARGEST MUSIC INSTRUMENT MAKER; PAIDIN CAPITAL YEN4.4 BILLIN; YEARLY SALES YEN103 BILLION; NUMBER OF WORKERS 15,000)

12. KIMIHITO KNDO, MANAG. DIREC., K.K. TOKYO KANEMITSU, 3-24-5, SASAZUKA,SHIBYA-KU, TOKYO (SALES COMPANY FOR UNCLASSIFIED

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CONSTRUCTION MATERIALS; PAIDIN CAPITAL YEN16 MILLION; YEARLY SALES YEN430 MILLION; NUMBER OF WORKERS 30)

13. JO MURATA, KYUSHU BRANCH MANAGER, KNAPE KATEI TORYO K.K., 2-CHOME, HAKATA-KU, FUKUOKA CITY

14. TOYOHEI DAIMARU, NAGOYA BRANCH MANAGER, KANPE KATEI TORYO K.K., 55-1, NISHI KAWARAMACHI, NAK-KU, NAGOYA (SALES COMPANY FOR HOUSEHOLD PAINTS. PAIDIN CAPITAL (SALES COMPANY FOR HOUSEHOLD PAINTS. PAIDIN CPITAL YEN 32 MILLION; YEARLY SLES YEN1.5 BILLION; NUMBER OF WORKERS 87.)

15. YASUHIRO SUZUKA, TOYOK BRANCH MANAGER, SUNDAY PAINTS K.K. 3-14-10, GINZA, CHUO-KU, TOKO (AFFILIATED COMPANY OF

DAINIHONPAINTS WHICH IS A LEADING PAINT MAKER; PAINT
WHOLESALE WITH YEARLY SALES YEN820 MILLION)

16. MASAMIZU IKECHI, PRESIDENT, CHORYO RINZAI K.K., 10-4,
KAMI SUEMATSU, NANKO CITY, KOCHI PREF. (LUMBER COMPANY;
PAID IN CAPITAL YEN23 MILLION; YEARLY SALES YEN367 MILLION)

17. YOSHITSUGU BABA, BRANCH MANAGER, MARBEL K.K., 1-1-17
HANAZONO MINAMI, SAIJO-KU, OSAKA

18. TADAO HOSOKAWA, MANAG. DIRECT., K.K. HOSOKAWA, NAKA SHIN
KANO, KAKAMIGAHARA CITY, GIFU.

19. KIHO MISAWA, PRESIDENT, DAITO MIHARA K.K.,
2-232, NISHI OHKUBO, SHINJUKU-KU, TOKYO.
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